| 7a. Here is a card with a list of brands on it. (HAND RESPONDEN  |  | t there any ore   |   | at 1111. yo                                |  |
|--|--|---|---|--|--|
| And the second of the second o | 10a: 11a.  | 1 まさい <b>者</b> 1 (小さ)<br>1 (1 <del>1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 </del> | 134.                                    |  | 1  |
| [14] 유럽[14] [4] [7] - 그래는 [7] 4 [7] - 1 [7] - 1 [7]  |  | Jan Have  | Tried                                   | - 12                                       |  |
| Never Brand<br>heard Never started First S   | econd  | regu-   | but never<br>smoked                     | يان الله الله و<br>- الله الله الله الله و | Don't  |
|  | rwitch Presen  | t larly   | regularly                               |  | know   |
| Commander16-118-120-122-1  | 24-126-1   | 28-1  | 2\                                      |  | <u> </u>   |
| Du Maurier 2 2 2   | 22   | 4   |   |  | 6  |
| Encore   | ڊـــــر چ <sub>ي</sub> ه ري <b>د</b> ـــد                                  | ,,, <b>7</b>  | 8                                       | (Ask b                                     | 9  |
| Herbert Tareyton (filter)  |  | 0   | x                                       | for Parlia-                                | Y  |
| [2018] - 프로그램 (1918년 1월 1884년 1일 1884년 1884년<br>1984년 - 1984년 1884년  |  | 29-1  |   | ment                                       |  |
| Kent 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5   | 6  | 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1                                     |   | and/or                                     | 6  |
| L & M  |  |   | 8                                       | Mari-<br>boro                              | <u> </u>   |
| Mariboto (filter) 8 8 8  | 8  |   | x                                       | and  | Y  |
| 살이는 사는 생각을 가는 그렇게 살아 살아 되고 있는 생생활 동생이다. 그는 사람이 되는  | 25.1   | ll  | 1                                       | OR#  | Trabetine<br>Trabetine                                   |
| Old Gold (filter) 17-1 19-1 21-1 23-1 = Parliament 2 2 2 2   | 22-1   |   |   | other<br>broad                             | 6  |
| Spud   | 3  | 1 1 2 2 2 2 7   | 8                                       | if   | و  |
| Viceroy 4 4 4  | 4  | 40  | x                                       | "X.9")                                     | Υ.   |
|  | 5  | 31-1  | , •∫'                                   |  | /  |
|  |  | ,   | ·1.                                     |  |  |
| Other filter XXX XXX66   |  | 5   |   |  | 6  |
| No regular brand XXX XXX7 to 11177   | 7  |   | XXX                                     |  | XXX  |
| Still smoking brand XXX XXX XXX = 8 to 12  | (Skip<br>8 to 11c);  | (Skip.<br>8:to:11c) XXX:  | XXX                                     | Š.,.                                       | XXX  |
|  |  |   | XXX                                     |  | xxx  |
| Non-filter brand XXX XXX XXX XXX9  | 9 XX2  |   | 222                                     |  | 767676   |
| Don't know XXX XXX (Skip (Skip Of to 10a))  7b. (Of those you have heard of) Which of the brands on the  | 8a. What was the   | XXX   |   | smoked r                                   | XXX  |
| 7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN   | 8a. What was the   | xxx   | rand you                                | moked: r                                   | <del></del>  |
| 7b. (Of those you have heard of): Which of the brands on the list have you never tried—(by never tried, I mean never   | 8a. What was the<br>(RECORD ABO  | first filter-tip b  | rand! you<br>.UMN):                     |  | egularly?  |
| 7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOYE IN 7b COLUMN)  | 8a. What was the   | first filter-tip b  | rand! you<br>.UMN):                     |  | egularly?  |
| 7b. (Of those you have heard of): Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN):  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD  | 8a. What was the<br>(RECORD ABO  | first filter-tip b  | rand! you<br>.UMN):                     |  | egularly?  |
| 7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN):  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORD AND ONE OTHER X'd BRAND (IF ANY):   | 8a. What was the<br>(RECORD ABO  | first filter-tip b  | rand! you<br>.UMN):                     |  | egularly?  |
| 7b. (Of those you have heard of): Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN):  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD  | 8a. What was the<br>(RECORD ABO  | first filter-tip b  | rand! you<br>.UMN):                     |  | egularly?  |
| 7b. (Of those you have heardlof) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD AND ONE OTHER X'd BRAND (IF ANY):  C. Is there any particular reason why you have never tried  | 8a. What was the<br>(RECORD ABO  | first filter-tip b  | rand! you<br>.UMN):                     |  | egularly?  |
| Don't know XXX XXX   | 8a. What was the<br>(RECORD ABO  | first filter-tip b  | rand! you<br>.UMN):                     |  | egularly?  |
| 7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN):  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD AND ONE OTHER X'd BRAND (IF ANY):  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:   | 8a. What was the<br>(RECORD ABO  | first filter-tip b  | randi you<br>UMN)<br>a Sa) as y         | our regula                                 | egularly?  ar brand?  38–  39–                           |
| Don't knowXXX XXX0 to 9a)0 to 10a)  7b. (Of those you have heard of)! Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)!  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORD AND ONE OTHER X'd BRAND (IF ANY)  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:   | 8a. What was the<br>(RECORD ABO  | first filter-tip b  | randi you<br>UMN)<br>a Sa) as y         |  | egularly?  |
| 7b. (Of those you have heard of) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN):  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD AND ONE OTHER X'd BRAND (IF ANY):  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:   | 8a. What was the<br>(RECORD ABO  | first filter-tip b  | randi you<br>UMN)<br>a Sa) as y         | our regula                                 | egularly?  ar brand?  38–  39–                           |
| Don't knowXXX XXX0 to 9a)0 to 10a)  7b. (Of those you have heardlof)! Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)!  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD AND ONE OTHER X'd BRAND (IF ANY);  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:  32-   | 8a. What was the (RECORD ABo   | first filter-tip b  | rand you<br>UMN)<br>a 8a) as y<br>Don't | our regula                                 | egularly? ar brand? 38- 39-                              |
| Don't knowXXX XXX0 to 9a)0 to 10a)  7b. (Of those you have heardlof)! Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)!  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD AND ONE OTHER X'd BRAND (IF ANY);  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:  32-   | 8a. What was the (RECORD ABo  b. Why did you  9a. What brand of            | MXXX  first filter-tip b  OVE IN 8a, COL  choose (brand in                  | Don't                                   | know                                       | egularly?  ar brand?  38–  39–  39–  **moking**          |
| Don't knowXXX XXX0 to 9a)0 to 10a)  7b. (Of those you have heard of)) Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN))  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD AND ONE OTHER X'd BRAND (IF ANY);  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:  32-  None or don't know33-Y.  | 8a. What was the (RECORD ABo  b. Why did you  9a. What brand of            | first filter-tip b  | Don't                                   | know                                       | egularly?  ar brand?  38–  39–  39–  **moking**          |
| Don't knowXXX XXX0 to 9a)0 to 10a)  7b. (Of those you have heardlof)! Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)!  IF RECORDED IN   7b ASK FOR PARLIAMENT, MARLBORD AND ONE OTHER X'd BRAND (IF ANY):  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:  32-  None or don't know33-Y.  Marlboro:   | 8a. What was the (RECORD ABo  b. Why did you  9a. What brand of            | MXXX  first filter-tip b  OVE IN 8a, COL  choose (brand in                  | Don't                                   | know                                       | egularly?  ar brand?  38–  39–  39–  **moking**          |
| Don't knowXXX XXX0 to 9a)0 to 10a)  7b. (Of those you have heardlof)! Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)!  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD AND ONE OTHER X'd BRAND (IF ANY);  C. Is there any particular reason why you have never tried (Parliament, Mariboro, others)?  Parliaments:  32-  None or don't know33-Y.  | 8a. What was the (RECORD ABo  b. Why did you  9a. What brand of            | first filter-tip b  DVE IN 8a, COL  choose (brand is                        | Don't                                   | know stopped                               | egularly?  38-  39-  smoking                             |
| Don't knowXXX XXX0 to 9a)0 to 10a)  7b. (Of those you have heardlof)! Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)!  IF RECORDED IN   7b ASK FOR PARLIAMENT, MARLBORD AND ONE OTHER X'd BRAND (IF ANY):  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:  32-  None or don't know33-Y.  Marlboro:   | 8a. What was the (RECORD ABC  b. Why did you  9a. What brand (brand in 8a) | first filter-tip b  DVE IN 8a, COL  choose (brand is                        | Don't                                   | know stopped                               | egularly?  38-  39-  smoking                             |
| Don't knowXXX XXX0 to 9a)0 to 10a)    7b. (Of those you have heard of)   Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)   IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD AND ONE OTHER X'd BRAND (IF ANY)  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:  32-  None or don't know33-Y.  Mariboro:   | 8a. What was the (RECORD ABC  b. Why did you  9a. What brand (brand in 8a) | first filter-tip b  DVE IN 8a, COL  choose (brand is                        | Don't                                   | know stopped                               | egularly?  38-  39-  smoking                             |
| Don't knowXXX XXX0 to 9a)0 to 10a)    7b. (Of those you have heard of)   Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)   IF RECORDED IN 7b ASK FOR PARLIAMENT, MARUBORD AND ONE OTHER X'd BRAND (IF ANY)  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:  32-  None or don't know33-Y.  Mariboro:   | 8a. What was the (RECORD ABC  b. Why did you  9a. What brand (brand in 8a) | first filter-tip b  DVE IN 8a, COL  choose (brand is                        | Don't                                   | know stopped                               | egularly?  38-  39-  smoking                             |
| Don't knowXXX XXX0 to 9a)0 to 10a)  7b. (Of those you have heardlof)! Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)!  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORD AND ONE OTHER X'd BRAND (IF ANY)  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:  32-  None or don't know33-Y.  Marlboro:  34-  35-  None or don't know35-Y.   | 8a. What was the (RECORD ABC  b. Why did you  9a. What brand (brand in 8a) | first filter-tip b  DVE IN 8a, COL  choose (brand is                        | Don't                                   | know stopped                               | egularly?  38-  39-  39-Y  amoking                       |
| Don't knowXXX XXX0 to 9a)0 to 10a)  7b. (Of those you have heardlof)! Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)!  IF RECORDED IN 7b ASK FOR PARLIAMENT, MARLBORD AND ONE OTHER X'd BRAND (IF ANY)  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:  32-  None or don't know33-Y.  Marlboro:  34-  35-  None or don't know35-Y.   | 8a. What was the (RECORD ABC  b. Why did you  9a. What brand (brand in 8a) | first filter-tip b  DVE IN 8a, COL  choose (brand is                        | Don't                                   | know stopped                               | egularly?  38-  39-  39-Y  amoking                       |
| Don't knowXXX XXX  | 8a. What was the (RECORD ABC  b. Why did you  9a. What brand (brand in 8a) | first filter-tip b  DVE IN 8a, COL  choose (brand is                        | Don't                                   | know stopped                               | egularly?  38-  39-  39-Y  amoking                       |
| Don't knowXXX XXX0 to 9a)0 to 10a)  7b. (Of those you have heardlof)! Which of the brands on the list have you never tried—(by never tried, I mean never smoked as much as a pack of them) (RECORD ABOVE IN 7b COLUMN)!  IF RECORDED IN   7b ASK FOR PARLIAMENT, MARLBORD AND ONE OTHER X'd BRAND (IF ANY):  C. Is there any particular reason why you have never tried (Parliament, Marlboro, others)?  Parliaments:  32-  None or don't know33-Y.  Mariboro:  34-  35-  None or don't know35-Y.  Other:  | 8a. What was the (RECORD ABC  b. Why did you  9a. What brand (brand in 8a) | first filter-tip b  DVE IN 8a, COL  choose (brand is                        | Don't                                   | know stopped                               | egularly?  ar brand?  38—  39—  39—Y  smoking  d in 9a)? |

|  | PAI PA3 Page 3  |
|--|---|
| entrick in the control of the contro | ्राच्या १८५८ वर्षात्र १ . जिस्सामञ्जूषात्र सम्बद्धाः १७५५-५४५ । १८५४ वर्षाः   |
| 10a. What brand did you switch to when you stopped smeking (brand in 9a)? (RECORD AT LEFT IN 10a, COLUMN)  | IF RECORDED IN 13a "TRIED BUT NEVER SMOKED"—ASK FOR 🔆   |
| The transfer of the property of the second states of   | IF ANY  |
|  | 13b. Why didn't you ever smoke (Parliaments, Marlboro, other)   |
| b. Why did you switch from (brand in 9a) to (brand in 10a)?  | as your regular brand?  |
|  | Parliaments:  |
| <u> </u>   |   |
|  | 30-   |
| [12] (14] 1 (14  | Don't know 50-Y   |
|  |   |
| Don't know 43-Y  | Marlboror   |
|  |   |
| 11a. And your present brand is is that right?  |   |
| (RECORD AT LEFT IN 11a. COLUMN)  | THE CONTROL OF THE STATE OF THE CONTROL OF THE STATE OF THE CONTROL OF THE STATE OF THE CONTROL |
|  | Don't know 52-Y   |
| b. Why did you switch to that brand from your previous   | 7.21.00.00.00.00.00.00.00.00.00.00.00.00.00   |
| or m brand?  | Other:  |
| 경험을이 하네요. 그녀는 그녀들은 아이를 하다면   | 10   10   10   10   10   10   10   10   |
|  | 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1  |
|  |   |
| <b>45.</b> -   | Don't know54-Y  |
|  |   |
| Don't know45-Y   | ASK EVERYONE  |
|  | 14a. If you couldn't get your regular brand, what:brand would you buy as a second choice?   |
| The last two was to be a section of the section of  | a. b.<br>2nd Would  |
| c. How long have you been smoking your present brand?  | choice not buy  |
| Less than 3 mos46-1  | Du Maurier  |
| 3 mos.—less than 9 mos2  | Herb. Tareyton (filter) 33  |
| 9 mos.—less than 11/2 yrs3   | Kent44  |
| 1½ yrs.—less than 2½ yrs4  | L & M55 Marlboro66  |
|  | Old Gold (filter)   |
| 2½ yrs.—less than 3½ yrs5  | Parliament88  |
| 3½ yrs.—or over6   | Regent56-158-1  |
| Don't know.  | Sano (filter) 22 Viceroy 3 3  |
|  | Vogue4  |
| 12. Are there any other things you particularly like about your  | Winston 55  |
| present brand that you have not mentioned?   | Other filter66 Any filter7 XXX  |
|  | Go back to non-filter:  |
| <b>47-</b>   | Regular size 8 XXX  |
|  | King size9 XXX Either   |
| 48-  | regular or king 0 XXX   |
| en e   | None X X (Skip  |
| Don't know48+Y   | Don't know Y Y to 151   |
|  | b). Is there any particular filter brand that you would not buy?  (If "yes"): What: brand? (RECORD: ABOVE)  |
| CUPAN RECORDING DIAM AND ASS SON ALL BRANCS NOT  | c. Why wouldn't you buy that brand? Any other reasons?  |
| CHECK RECORDING BLANK AND ASK FOR ALL BRANDS NOT MENTIONED EYER IN QUES. 7-11.   |   |
|  |   |
|  |   |
| 1Ba: That feaves (brands): as ones you have tried but: never smoked as a regular brand—is that correct?  | 60-   |

| 1. A 1. C. A. 1. C. A | A1 PA3   | <del></del>                         |  | - i -                          |                               |   |                                    |  |  |
|--|--|-------------------------------------|--|--------------------------------|-------------------------------|---|------------------------------------|--|--|
| RESPO<br>phrases   | is a card with a list of<br>NDENT YELLOW CARD<br>would you use to de<br>Which of the words a | D) Which of the<br>escribe (Maribon | hese words and<br>ro, etc.)? Any                             | 16. I                          | lter-tip ciga:<br>rand he wo  | a minute the<br>ettes for (a<br>uld most li | truck drive<br>kely smoke.         | going to buy<br>r, etc.)—a p<br>Which of<br>ONDENT PIN | ack of the<br>the brands               |
|  | e to describe (Parliamen   | it, etc.)? (ROTA                    | TE ORDER OF  | •                              | rould you b                   | sy for (a tr                                | ick driver, e                      | tc.) (even if  |  |
| BRAND  | S ASKED)   | 3                                   | er la, Mart Ju   |                                | ctually know                  | v one)?                                     | en (* 15 m.)                       |  |  |
|  |  |                                     | Vice- Wins-  |                                |                               |   |                                    | <b>c.</b>  | (), -1                                 |
| 1 Te   | <u>boro</u><br>stes like a   | <u>ment</u> t                       | roy ton  |                                | ું જ                          |   | Fruck<br>Friver Docto              | Sten-<br>ir ographer                                   | Bank<br>president                      |
|  | cigarette11-1  | 1 4141                              | 17-1 _ 20-1  |                                |                               |   | ar eger                            | rs (s. ch. M)  | 4. 18.54. 1                            |
|  | n's cigarette2   | 22                                  | 22   | , E                            | u Maurier                     | 2   | 23-1 24                            | -125-1   | 26-1                                   |
| 3. Th  | e cleanest smoke   | 33                                  |  |                                | F = 7 N ***                   | J. 18. 18. 18. 18. 18. 18. 18. 18. 18. 18   | 6 W. 7 W. Q.                       |  |  |
| . 4. His   |  | 4                                   | 44   | E                              | ncore                         |   |                                    | .22  | 2                                      |
| 5. Snc   | obbish   | 55                                  | 55   | 1 14.1                         |                               | an attended                                 |                                    |  |  |
| 71 Y 11  | orly made  |                                     | 66   | Н                              | erbert Tare                   | ton (filter)                                |                                    | 33   | 3                                      |
|  |  | 77                                  | 7  |                                |                               | 1.1   | erin i ga kija i                   |  | HARRIST A                              |
|  | od value   | 8                                   | 88   |                                | ent                           |   |                                    |  |  |
| 9. Ha  | rd to draw on  | 99                                  | 99   | 1                              | ent                           |   |                                    | -9:9   |  |
| 10. Go   | od flavor(   | 00                                  | 00   |                                |                               |   |                                    | إحرار والدا  |  |
| 111 No   | t enough taste 12-1  | 115_1                               | 18-1 21-1  | L                              | & M                           |   | _•                                 | .55  | 5                                      |
|  | re attrac-   | 22                                  |  |                                |                               |   |                                    |  |  |
|  | e tip:   |                                     |  | N                              | lariboro: 🔔                   | ·   | 6'                                 | .66  | 6                                      |
|  | perior quality   |                                     |  | .                              | - Page 19                     |   | N. 17                              |  |  |
|  | d or peculiar  |                                     | 4  | 0                              | ld Gold (fi                   | lter.) :                                    | 7                                  |  | 7                                      |
| tast   | le   | 55                                  | 55   | - [                            |                               |   | •                                  |  |  |
| 16. Mil  |  |                                     |  | 1 0                            | arliament: _                  |   | 8                                  | _8:8   | . 8                                    |
| •  | -to-date:  |                                     |  |                                |                               |   |                                    |  |  |
|  | tinctive   |                                     |  |                                | •                             |   | •                                  |  |  |
|  | isfying  |                                     |  | ·   `                          | iceroy:                       |   | 9                                  | 9:9  | 9                                      |
| 21. Por  | sy. to: draw on  |                                     |  | 1 _                            | inston                        |   |                                    | . 0:   | 0                                      |
| _  | nen13÷1  |                                     |  |                                |                               |   |                                    |  |  |
|  | r' me:   |                                     |  | 4                              | 7ouldn't use<br>filter (vol.) |   | _ X: =                             | x x  | ¥                                      |
| 25. No   | t for me3  | 53                                  | 3:3  |                                |                               |   |                                    | · A  |  |
| No<br>kno  | ne or don't  | i4                                  | _4:4   | П                              | lonit: know.                  |   | Y                                  | YY   | Y                                      |
|  |  |                                     |  |                                |                               |   |                                    |  |  |
|  |  |                                     |  |                                |                               |   |                                    |  |  |
|  |  |                                     |  | <del></del>                    |                               |   | <u> </u>                           |  | S. C. 184                              |
| 97   | what: you. know of the<br>RESPONDENT PINK C  | various brands,                     | which of the   | se: brands of                  | filter, tips w                | ould you sa                                 | y; has the: (1                     | est taste, etc   | )?'                                    |
| (HAND  | KESTONDERI FIRK C  | -Anui                               | e -  | Best                           | Worst                         | Best  | Worst                              | Most   | Least                                  |
| (HAND  |  | Best                                | Worst  | locking                        | looking                       | type of                                     | type of                            | effective  | effective:                             |
| (HAND  |  |                                     |  |                                | <del></del>                   |   | pockage                            | filter   | filter                                 |
| (HANO  |  | taste                               | taste  | package                        | package                       | truckage:                                   | <u></u>                            |  |  |
| (HAND  | Du Maurier   | 27-1                                |  | 29-1                           | 30-1                          | 31+1  | 32-1                               | 33-1   | 34–1                                   |
| (HAND  | Du Maurier   |                                     | 128_1  |                                |                               |   | 32-1                               | 33-1   | 34–1                                   |
| (HAND  |  | 27-1                                | 128_1  | 29–1                           | 2                             | 31⊢1<br>2                                   | 32-1                               | 2  | 2                                      |
| (HAND  | Encore Herbert Tareyton (file  | 27-1                                | 128-1<br>22<br>33  | 29-1<br>2<br>3                 | 2<br>2                        | 31\in 1<br>2:<br>3                          | 32-1                               | 2:<br>3:   | 2                                      |
| (HAND  | Encore   | 27-1                                | 128_1<br>22<br>33  | 29-1<br>2<br>3                 | 2<br>2                        | 31\in 1<br>2:<br>3                          | 32-1                               | 2  | 2                                      |
| (HAND  | Encore Herbert Tareyton (file  | 27-1                                | 128-1<br>22'<br>33:<br>44!                                   | 2                              | 2                             | 31\infty1                                   | 32-1<br>2<br>3                     | 2:<br>3:<br>4!   | 2:3:4:                                 |
| (HAND  | Herbert Tareyton (file Kent:   | 27-1<br>(ter)                       | 128-1<br>22<br>33<br>44                                      | 29-1<br>2<br>3<br>4            |                               | 31\int 1<br>2:<br>3<br>4!                   | 32-1<br>2<br>3<br>4                | 2:<br>3:<br>4!   | 2:3:4:                                 |
| (HAND  | Encore  Herbert Tareyton (file Kent:  L & M  Mariboro  | 27-1<br>(ter):                      | 28-1<br>222<br>33<br>44<br>555                               |                                | 30-1<br>2<br>3<br>4           | 31\in 12:34!56                              | 32-1<br>2<br>3<br>4:<br>5          | 2:<br>3:<br>4!   | 2:3:4:                                 |
| (HAND  | Encore Herbert Tareyton (file Kent: L & M Mariboro Old Gold (filter)                         | 27-1 (ter):                         | 128-1<br>222<br>33<br>44<br>555<br>666                       | 29-1<br>2<br>3<br>4            | 30-123:4:56:                  | 31\int 121341561                            | 32-1<br>21<br>3<br>41<br>5         | 2:<br>3:<br>4!   | 2:3:4:5:6:7                            |
| (HAND  | Encore  Herbert Tareyton (file Kent:  L & M  Mariboro  | 27-1 (ter):                         | 28-1<br>2 2 2<br>3 3 4 4 5<br>5 5 6 6 6 7 7                  |                                | 30-123:4:56:                  | 31\in 12:34!56                              | 32-1<br>2<br>3<br>4:<br>5          | 2:<br>3:<br>4!   | 2:3:4:5:6:                             |
| (HAND  | Encore Herbert Tareyton (file Kent: L & M Mariboro Old Gold (filter) Parliament              | 27-1<br>21ter)                      | 128-1<br>222<br>33<br>44<br>555<br>666<br>77<br>888          | 29-1<br>2<br>31<br>4<br>5<br>6 | 30-1<br>2<br>3<br>5<br>       | 31\int 1234!5                               | 32-1<br>2<br>3<br>4<br>5<br>6<br>7 | 3<br>6<br>6  | 2;<br>3;<br>4;<br>5;<br>6;<br>7;<br>8; |
| (HAND  | Encore Herbert Tareyton (file Kent: L & M Mariboro Old Gold (filter) Parliament Viceroy      | 27–1<br>(ter)                       | 28-1<br>2 2 2<br>3 3 3<br>4 4<br>5 5<br>6 6<br>7 7<br>8 8 8  | 29-12345                       |                               |   |                                    | 3<br>4!<br>5<br>6<br>7                                 | 2:3:4:5:6:7                            |
| (HAND  | Encore Herbert Tareyton (file Kent: L & M Mariboro Old Gold (filter) Parliament              | 27–1                                | 28-1<br>2 2 2<br>3 3 3<br>4 4<br>5 5 6 6 6<br>7 7 7<br>8 8 8 | 29-12345                       |                               |   |                                    | 3  | 2;<br>3;<br>4;<br>5;<br>6;<br>7;<br>8; |

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|  | The state of the s |
|  | PAI PA3 Page 5   |
|  |  |
| The control of the co | The second secon |
| 182. When you go to buy your regular brand of filter tips, do  | 19b. Which filter tip brands would you say are the higher  |
| · · · · · · · · · · · · · · · · · · ·  | priced brands?   |
| you find that:   | [1] 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1.   |
|  |  |
| You never have any trouble finding a store that  |  |
| The state of the s |  |
| carries them35-1   | [1] 《文·名·大·] 《文·文·诗·································   |
|  | priced   |
| The transfer OR Character of the Late 1  | [Books :   |
| 그들은 사람들은 사람들이 가는 사람들이 가장 이 가장 하는 사람들이 되는 것이 되는 것이 없었다.   |  |
| <b>现在我们会是国际的工工工程等的特殊工作对话的是通过的影响</b>  | Du Maurier40-1   |
| A few stores don't carry them, but most stores do2   |  |
| The William Commence of the Same of the Commence of the Commen | Encore 2   |
| The second of the control of the second of t |  |
| [檀本 - 김도 씨의 학자 학교학원 - ♥♥ 그 사람들 사고 선생님 사람들의 전 500여명을 하얗겠다.  | Herbert Tareyton   |
| · 🖷 A Life Country to the Section of the Country of the Architecture of the Architec   | (filter)   |
| While many stores do carry them, a lot of stores don't3  | Land the state of  |
| The state of the state          | - Paranger (1994년 - 1915년 - 1916년 - 1  |
| 攝傷 그렇게 살았어 이 사용되어 전 역상에 다 된 것 같아 그 어느 전하다고 그용하였다.  | Kent   |
| OR OR  |  |
| 스튜텔 강고 있었다. [일요생 연극말인 사람은 있었다면 한 것인 사람이 없다는 다시 다시 다양하다면 다  | L & M  |
|  |  |
| Only a few stores carry your regular brand4  | Marlboro 6   |
|  | [17] · 시 · · · · · · · · · · · · · · · · ·   |
| Don't know5  | Old Gold (filter) 7  |
| Don't know5.   |  |
|  | Parliament 8   |
|  | The state of the s |
| b. Did you buy any filter tip cigarettes yesterday, either for.  | Regent 41-1  |
| yourself or someone else?  |  |
|  |  |
| 그는 사람이 선생님들이 가득하는 사람들이 가지 않는 것이 하셨습니다. 그런 얼마나 나를 살아 있다면 되었다.   | Sano (filter)2   |
| Yes36-1 [Ask x]  |  |
|  | Viceroy3   |
| No2  |  |
| No   | Vogue4   |
| } (Skip to 19):  |  |
| Don't know3  | Winston5   |
| Don't know   | Wallston   |
|  | Other6   |
| c. How many did you buy?   | Other  |
| yes and the many did yet only.   |  |
| III :  | Don't know7  |
| By the By the  |  |
| pack: carton.  |  |
| ta garaga a ta a ta a ta a ta a ta a ta  |  |
| (III) 1 mark 29 1 m  | AUTOTION IA. AMITTED ATTENDED  |
| 1 pack5  | QUESTION 19c OMITTED ON THIS FORM  |
|  |  |
| .2 packs 2 cartons 6   | The second secon |
| · 환역· (현 후) · (현 · · · · · · · · · · · · · · · · ·   |  |
| 3 - 9 packs 3 3 or more cartons 7  |  |
| or more carrons  | IF RECORDED IN 196 ASK FOR PARLIAMENT, MARLBORO  |
|  | AND ONE OTHER X'd BRAND, IF ANY  |
| 10 or more packs 4 Don't know 8  |  |
| (not carton)   | All Williams and the Arman and |
| 復す (ife and in the interpretation of the i   | d. Why. do: you think (Parliaments, Marlboros, other) cost   |
|  | more than other brands?  |
| d. Where did you buy them?   | 그 회사는 그는 사람들이 가장 가는 사람들이 가득하고 있었다. 회사를 가장 하는 사람들이 되었다. 그렇게 되었다.  |
|  | 그 그 그 그 그 그 그 그 그 그 사는 사람들이 하는 그들은 사람들이 되는 속에 가려워 했다.  |
| Drugstore38-1 Vending machine 4  | Parliaments:   |
| Tending machine: 4:  |  |
| None since and a second  | - 1917年 - 1917年 - 1918年 - 19   |
| News-cigar stand or store:   |  |
|  | 그 말이 얼마나 그는 말이 하는 말이 나라 하셨습니다. 그는 것 같아 나는 점점이  |
| Grocery store or   | 47-  |
| supermarket 3 Don't know 6   |  |
|  | Deale facility   |
| Manager and Manager and American Assets and American Asset and American  | Don't know47-Y   |
| Who did you buy the cigaretter for?  | and the second of the second o |
|  |  |
| Self38-7   | Marlhoras  |
| L.   | Mariboros:   |
|  |  |
| i de la companya de  |  |
| Other, member of family 8  |  |
| Other, member of family  | 48-  |
|  | <b>48-</b>   |
| Other, member of family  | n de la companya de<br>La companya de la co  |
|  | 49-  |
| Other, not member of family9   | n de la companya de<br>La companya de la co  |
|  | 49-  |
| Other, not member of family  |  |
| Other, not member of family  | 49-  |
| Other, not member of family  | 49-  |
| Other, not member of family  | 49<br>Don't know49Y  |
| Other, not member of family  | 49-  |
| Don't know   | 49<br>Don't know49Y  |
| Don't know   | 49<br>Don't know49Y  |
| Other, not member of family  | 49<br>Don't know49Y<br>Other:  |
| Other, not member of family 9  Don't know 0  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Ask b)  | Don't know49-Y Other:  |
| Other, not member of family 9  Don't know 0  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Ask b)  | Don't know49-Y Other:  |
| Other, not member of family 9  Don't know 0  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Ask b)  All the same 2  | Don't know49-Y Other:  |
| Don't know 0  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Askb)  All the same 2  (Skip to 20)  | 49 Don't know 49Y Other: 50 51-  |
| Other, not member of family  | Don't know49-Y Other:  |
| Don't know 0  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Askb)  All the same 2  (Skip to 20)  | 49± Don't know 49-Y  Other:  50±   |
| Don't know 0  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Askb)  All the same 2  (Skip to 20)  | 49± Don't know 49-Y  Other:  50±   |
| Don't know 0  19a. To your knowledge, is the price of some filter tip brands higher than others, or do they all cost the same amount?  Some prices higher than others 39-1 (Askb)  All the same 2  (Skip to 20)  | 49 Don't know 49Y Other: 50 51-  |

| Page 6 PA1 PA3   |   |
|--|---|
| 20 a. Here is a list of some of the materials that are used in the   | 21. Do you usually amoke a regular-size or a king-size cigarette? |
| filters of different brands of filter tip cigarettes. (HAND RESPONDENT GREEN CARD) Which one of these do you think would do the best job of filtering? | Regular size61-1 Long-size (vol.)4                                |
| Best Worst   | King-size 2 Bither  |
| Activated char- coal filter52-153-1  | In-between (vol.) 3 Don't know 6                                  |
| Asbestoe 2 2 Cellulose ace-  | 22. What is your occupation?                                      |
| tate filter 3 (Ask b) 3 (Ask d) Cotton 4   | Executive and professional62-1                                    |
| Paper filter 5 Purocel filter 6  | Small business proprietor2  |
| None 7 (Skip to c) 7 (Skip to 21)  | White collar 3  |
| Don't know8)   | Personal service and protective                                   |
| b. Do you happen to know a brand which uses that material  | Non-factory labor6  |
| in its filter? (If "yes") What brand?  b. d.  Has Has  | Farm proprietor   |
| Yes:   | Farm labor8   |
| Du Maurier54-156-1   | Housewife0  |
| Encore 2 2 Herbert Tureyton (filter) 3 3   | Other   |
| Kent44   | 23a. Are you married or single?                                   |
| L & M55  | Married63-1 (Askb)  |
| Mariboro 6 6   | Single  |
| Old Gold (filter) 7 7 7 8 8  | Widowed4  |
| Regent55-157-1   | b. What brand of cigarettes does your (husband) (wife)            |
| Sano (filter): 2 2   | smoke?  Does not smoke cigarettes64-1                             |
| Viceroy 3 3  | Does not live with respondent (vol.)2                             |
| Vogue 4 4  | Smokes:   |
| Other (filter)66   | Du Maurier65-1 Regent66-1  Encore 2 Sano (filter) 2               |
| No   | Herbert Tareyton Vicerov 3  |
| Don't know 8 8 8   | (filter) 3  |
| c. Which one of the materials on the card do you think would   | L&M5. Winston5  |
| do the worst job of filtering (RECORD ABOVE)   | Mariboro 6 Other filter 6   |
| di Caniyou think of a brand which uses that material in its  | Old Gold (filter)7 Non-filter brand7                              |
| filter? (If "yes") What brand? (RECORD ABOVE)  | Parliament 8 Don't know 8   |

|  |  | The Contract of the Contract o |  |                          |                       |
|--|--|--|--|--------------------------|-----------------------|
|  |  | 26 12 20 34 20 11  | والمجار والمعارفة فيواله   |                          | ورو جو "<br>د د ايد   |
|  |  | <b>一个一个</b>  | PAI  | PA3 Pag                  | · 7                   |
|  | ,  |  |  |                          |                       |
|  | All Contract   | * <b>≈</b> * ` ` ` ` ` ` ` ` ` ` ` ` ` ` ` ` ` `   |  | TO STATE OF THE          | 7.9                   |
|  | State of the state | Sign Control   | Salva Maria  | Track.                   |                       |
| PA 1-4   | 67-3   |  | 90 m   |                          | 913                   |
|  |  |  | 24500  |                          | 1                     |
| ででいる。 あどれにはいたからい (Apple Company Comp   | والأرادية والمستعددة والمستعددة  |  | mara grade in 1900<br>Annual Company   | 4.5                      |                       |
|  | THE PROPERTY   | \$100g 100g  |  |                          | -33                   |
| 24. The makers of Parliament are considering making some change  | es in the present Parli  | iment. I'd like to   | give you five p  | oackages of e            | ach '                 |
| of two different types they are considering to see which you like  | e best.  | 生活或色石窟   | Militar (192   | ા હિંદુ                  | 1                     |
| The second second of the second second   |  |  |  |                          |                       |
|  |  |  |  |                          |                       |
| The two different types would sell for different prices.   |  |  |  |                          |                       |
| The same of the sa |  | ايون باد الموافق شام ال<br>الصرر الموافق شام وي  |  | ring of the second       |                       |
| 할 것이 없어요. 하늘 살아갔다. 그는 '생기 만나 나는 하고 살아 먹다. 그  | 1 - 3 - 2 - 2 - 3 - 3 - 3 - 3 - 3 - 3 - 3  | Carrier .  | 23 B   |                          | 43.                   |
| The price of cigarettes varies somewhat from store to store, bu  | t present Parliaments  |  | / aro  | und here, wi             | ıile                  |
| > PREF (a) (b) (b) (c) (c) (c) (c) (c) (c) (c) (c) (c) (c  | and the second second  | and the second second  |  |                          | 1.40                  |
| most brands of filter-tip cigarettes like Winston's or Viceroys  | and the contract of the contra | a pack   |  | ? 경우#####                |                       |
|  | Line Home  | 16375  | . Supplement   | 7.0-                     | 4.7                   |
|  |  | A John L   | Jengara (1981)   | عهار<br>سفر الضهالي و مي |                       |
| The cigarettes in the blue packages would sell for. (Winston pric  | -▼<br> B   |  |  |                          |                       |
|  |  | 5  |  | 마켓 설명 인                  |                       |
|  |  |  |  |                          |                       |
| and the others would cost:   |  |  |  | 100                      | -                     |
|  |  |  |  | 1                        |                       |
| (Winston plus 2¢)67-0  | · · · · · · · · · · · · · · · · · · ·  |  |  | 4-10 <b>8</b> 15 - 2     | •                     |
|  |  |  |  |                          |                       |
|  |  |  |  | er er f                  |                       |
| (Winston plus 4¢)  |  |  |  |                          |                       |
|  |  |  |  |                          |                       |
| (Winston plus 7¢) Y, the same  | as the present Parlia  | iment  | *****  | 10 m                     |                       |
|  |  |  |  |                          |                       |
|  |  |  |  |                          |                       |
|  |  |  |  |                          |                       |
|  |  |  |  |                          |                       |
| MARK PRICES ON EACH CARTON AS YOU GIVE THEM TO   | O RESPONDENT   |  |  |                          |                       |
| MARK PRICES ON EACH CARTON AS YOU GIVE THEM TO   | D. RESPONDENT  |  | e de la companya de l |                          |                       |
| $= \int_{\mathbb{R}^{N}} d k \left( \left( (k_{1} + k_{2})^{2} + (k_{1} + k_{2})^{2} + (k_{2} + k_{2})^{2} \right) \right) d k d k d k d k d k d k d k d k d k d $   |  | Similar w  |  | artich 1                 | t la                  |
|  |  | ecome familiar w   | ith them to see  | which you li             | ke                    |
| $= \int_{\mathbb{R}^{N}} d k \left( \left( (k_{1} + k_{2})^{2} + (k_{1} + k_{2})^{2} + (k_{2} + k_{2})^{2} \right) \right) d k d k d k d k d k d k d k d k d k d $   |  | ecome familiar w   | ith them to see  | which you li             | kle                   |
| Pilicali back in about a week after you have had a chance to sn  |  | ecome familiar w   | ith them to see  | which you li             | kle                   |
| Pilicali back in about a week after you have had a chance to sn  |  | ecome familiar w   | ith them to see  | which you li             | ke                    |
| I'll call back in about a week after you have had a chance to sm<br>best. When would be a good time for me to call?  | roke both kinds and b  |  | ith them to see  | which you li             | kle                   |
| Pilicall back in about a week after you have had a chance to sm  | roke both kinds and b  |  | ith them to see  | which you li             | kle                   |
| I'll call back in about a week after you have had a chance to sm<br>best. When would be a good time for me to call?  | roke both kinds and b  |  | ith them to see  | which you li             | ke                    |
| I'll call back in about a week after you have had a chance to sm<br>best. When would be a good time for me to call?  | roke both kinds and b  |  | ith them to see  | which you li             | kle                   |
| I'll call back in about a week after you have had a chance to sm<br>best. When would be a good time for me to call?  | roke both kinds and b  |  | ith them to see  | which you li             | ke                    |
| I'll call back in about a week after you have had a chance to sm<br>best. When would be a good time for me to call?  | roke both kinds and b  |  | ith them to see  | which you li             | ike                   |
| I'll call back in about a week after you have had a chance to sm<br>best. When would be a good time for me to call?  | roke both kinds and b  |  |  | which you li             | ke<br>*               |
| Fill call back in about a week after you have had a chance to some best. When would be a good time for me to call?  QUESTIONS 25-27 ON   | noke both kinds and b  | 8M   |  |                          | kke                   |
| I'll call back in about a week after you have had a chance to sm<br>best. When would be a good time for me to call?  | roke both kinds and b  | 8M   |  |                          | kle                   |
| Fill call back in about a week after you have had a chance to some best. When would be a good time for me to call?  QUESTIONS 25-27 ON   | noke both kinds and b  | 8M   |  |                          | kke                   |
| Fill call back in about a week after you have had a chance to some best. When would be a good time for me to call?  QUESTIONS 25-27 ON   | soke both kinds and b  | FACTU  |  |                          | kke                   |
| Fili call back in about a week after you have had a chance to sm best. When would be a good time for me to call?  QUESTIONS 25-27 ON  Name of Respondent:  | noke both kinds and b  | FACTU  | AL<br>Economic leve  | 68                       | kke                   |
| Fill call back in about a week after you have had a chance to some best. When would be a good time for me to call?  QUESTIONS 25-27 ON   | Sex:  Male Female  | FACTU  | AL Economic leve A B C   | <u>di</u>                | ke                    |
| Filicall back in about a week after you have had a chance to sm best. When would be a good time for me to call?  QUESTIONS 25-27 ON  Name of Respondent:   | Sex:  Male Female Age:   | FACTIU  68+11  2   | AL<br>Economic leve  | <u>di</u>                | 3-7-8-9-0             |
| Filicall back in about a week after you have had a chance to sm best. When would be a good time for me to call?  QUESTIONS 25-27 ON  Name of Respondent:   | Sex:  Male Female  | FACTIU  68+11  2   | AL Economic leve   | <u>di</u>                | kle 3-7 8 _ 9 _ 0     |
| Filicall back in about a week after you have had a chance to sm best. When would be a good time for me to call?  QUESTIONS 25-27 ON  Name of Respondent:   | Sex:  Male Female Age:   | FACTU 68+11 2  | AL Economic leve A B C   | <u>di</u>                | kle                   |
| Fill call back in about a week after you have had a chance to sm best. When would be a good time for me to call?  QUESTIONS 25:27 OM  Name of Respondent:  | Sex:  Male Female Age:  18-24  | 68+1<br>   | AL Economic leve A B C D Race:   | 68                       | 3-7<br>-8<br>-9       |
| Fill call back in about a week after you have had a chance to sm best. When would be a good time for me to call?  QUESTIONS 25:27 OM  Name of Respondent:  | Sex:  Male Female  Age:  18-24 25-34 35-49   | FACTU  68+1  2  68+3  4  | AL Economic leve A B C D Race:   | 68                       | 3-7<br>-8<br>-9<br>-0 |
| Fill call back in about a week after you have had a chance to str best. When would be a good time for me to call?  QUESTIONS 25-27 ON  Name of Respondent:  Street:  | Sex:  Male Female  Age:  18-24 25-34   | FACTU  68+1  2  68+3  4  | AL Economic leve A B C D Race:   | 68                       | 3-7<br>-8<br>-9       |
| Fill call back in about a week after you have had a chance to sm best. When would be a good time for me to call?  QUESTIONS 25:27 OM  Name of Respondent:  | Sex:  Male Female  Age:  18-24 25-34 35-49   | FACTU  68+1  2  68+3  4  | AL Economic leve A B C D Race:   | 68                       | 3-7<br>-8<br>-9<br>-0 |
| Pilicall back in about a week after you have had a chance to sin best. When would be a good time for me to call?  QUESTIONS 25-27 ON  Name of Respondent:  Street:   | Sex: Male Female Age: 18-24 25-34: 35-49 50 and over   | FACTU  68+1  2  68+3  4  | AL Economic leve A B C D Race:   | 68                       | 3-7<br>-8<br>-9<br>-0 |
| Pilicall back in about a week after you have had a chance to sin best. When would be a good time for me to call?  QUESTIONS 25-27 ON  Name of Respondent:  Street:   | Sex:  Male Female  Age:  18-24 25-34 35-49   | FACTU  68+1  2  68+3  4  | AL Economic leve A B C D Race: White Negro   | 68                       | 3-7<br>-8<br>-9<br>-0 |
| Pilicall back in about a week after you have had a chance to sin best. When would be a good time for me to call?  QUESTIONS 25:27 ON  Name of Respondent:  Street:   | Sex: Male Female Age: 18-24 25-34: 35-49 50 and over   | 68+1168+366  | AL Economic leve A B C D Race: White Negro   | 68                       | 3-7<br>-8<br>-9<br>-0 |
| Filicall back in about a week after you have had a chance to sm best. When would be a good time for me to call?  QUESTIONS 25-27 OW  Name of Respondent:  Street:  Town:   | Sex: Male Female Age: 18-24 25-34: 35-49 50 and over   | 68+11 2 68+3 4 5 6 (month)   | AL Economic leve A B C D Race: White Negro   | 68<br>68                 | 3-7<br>-8<br>-9<br>-0 |
| Pilicall back in about a week after you have had a chance to sm best. When would be a good time for me to call?  QUESTIONS 25-27 OM  Name of Respondent:  Street:  Town:   | Sex: Male Female Age: 18-24 25-34: 35-49 50 and over   | 68+11 2 68+3 4 5 6 (month)   | AL Economic leve A B C D Race: White Negro   | 68<br>68                 | 3-7<br>-8<br>-9<br>-0 |

(Winston price plus 21)

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Don't know ..

(Winston price plus 44)

The September of the Se

Both

types have you smoked?

| 그런 이 집 하나 하나 하는 사람들이 되었다. 그 아들은 사람들이 되었다. 그 아들은 사람들이 되었다.  | PA1 PA3 Page 9   |
|--|--|
|  | · · · · · · · · · · · · · · · · · · ·  |
| ASK EVERYONE   |  |
| 34a. If you couldn't get the present Parliaments, and the new  |  |
| type of Parliaments (the ones you would smoke) were the  |  |
| only Parliament cigarettes available, what brand of cigarettes   |  |
| de you mink you would smoke.   |  |
| New Parliament24-1 (Ask b)   |  |
| Du Maurier   |  |
| Encore   |  |
| Herbert Tareyton (filter).   |  |
| Kool6  |  |
| L&M  |  |
| Regular 7  |  |
| King 8   | 그는 교육 공항 전문 전문 사람들이 되었다. 전문  |
| Marlboro 9 (Salp To C) Old Gold (filter) 25-1  |  |
| Regent 2   |  |
| Sano3  |  |
| Viceroy 4  |  |
| Vogue 5 Winstons 6   | and the state of t |
| Other (filter)7  |  |
| Non-filter 8   |  |
| Don't know 9 (Skip to 35)  |  |
| rv.  |  |
| than other filter-tip brands?  |  |
| 26-  |  |
| 新 対抗性 the control of the control o |  |
| (Skip.   |  |
| 27- (Skip. to 35)  |  |
| (Skip.   |  |
| 27- (Skip to 35)  Don't: know 27-Y   |  |
| 27- (Skip. to 35)  |  |
| Don'ti know 27-Y  Don'ti know 27-Y  Co. Why do you like that brand better than these new Parlia-   |  |
| Don't know 27-Y  Don't know 27-Y  Co. Why do you like that brand better than these new Parlia-   |  |
| Don't know 27-Y  C. Why do you like that brand better than these new Parliaments?  26-  (Skip.   |  |
| Don'ti know 27-Y  Don'ti know 27-Y  C. Why do you like that brand better than these new Parliaments?   |  |
| Don't know 27-Y  Don't know 27-Y  C. Why do you like that brand better than these new Parliaments?  26-  (5kip.  |  |
| Don't know 27-Y  (Skip to 35)  Don't know 27-Y  (Skip to 35)  26-  (Skip to 36)  Don't know 27-Y   |  |
| Don't know 27-Y  (Skip to 35)  Don't know 27-Y  (Skip to 35)  C. Why do you like that brand better than these new Parliaments?  26-  (Skip to 36)  Don't know 27-Y   |  |
| Don't know 27-Y  (Skip to 35)  Don't know 27-Y  (Skip to 35)  26-  (Skip to 36)  Don't know 27-Y   |  |
| 27- (Skip-to-35)  Don't know 27-Y  c. Why do you like that brand better than these new Parliaments?  26- (Skip-to-36)  Don't know 27-Y  35. What things, if any, don't you particularly like about these   |  |
| Don't know 27-Y  C. Why do you like that brand better than these new Parliaments?  26-  27-  (5kip. to. 35)  Don't know 27-Y  35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?   |  |
| 27- (Skip-to-35)  Don't know 27-Y  c. Why do you like that brand better than these new Parliaments?  26- (Skip-to-36)  Don't know 27-Y  35. What things, if any, don't you particularly like about these   |  |
| Don't know 27-Y  C. Why do you like that brand better than these new Parliaments?  26-  27-  (5kip. to. 35)  Don't know 27-Y  35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?   |  |
| Don't know 27-Y  C. Why do you like that brand better than these new Parliaments?  26-  27-  (5kip. to. 35)  Don't know 27-Y  35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?   |  |
| 27- (Skip to 35)  Don't know 27-Y  C. Why do you like that brand better than these new Parliaments?  26- (Skip to 36)  Don't know 27-Y  35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?   |  |
| 27- (Skip to 35)  Don't know 27-Y  C. Why do you like that brand better than these new Parliaments?  26- (Skip to 36)  Don't know 27-Y  35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?   |  |
| 27- (Skip to 35)  Don't know 27-Y  C. Why do you like that brand better than these new Parliaments?  26- (Skip to 36)  Don't know 27-Y  35. What things, if any, don't you particularly like about these new Parliaments (the ones you would smoke)?   |  |

| 🚌 도 전에 경영생활 시험하는 이 화장의 첫의 이 선생님 그렇게 하지 않는 지수를 모든 이상으로 했다.  |  |              |
|--|--|--------------|
|  | અંધુ જિલ્લાનું મુખ્યાનું મુખ્ય કૃષ્ટિ કૃષ્ટિ કૃષ્ટિ કૃષ્ટિ કૃષ્ટિ કિલ્લાનું મુખ્ય કૃષ્ટિ કિલ્લાનું મુખ્ય કૃષ્ટિ  |              |
| Page 10 PA1 PA3  |  |              |
| The second of th | 1 5 - But was and with a look of it was to be a wife of the the  |              |
| 36a. Here is a card with a list of words and phrases on it. Which  | 38a. Just as far as appearance is concerned, which of the  |              |
| क्षे कर है कर है कि of these words or phrases would you use to describe the ones   | do you feel has the best-looking package?  | 2 . Visit    |
| in the blue packages? Any others?  | The state of the s |              |
| (HAND RESPONDENT YELLOW CARD)  | Blue 37-1)   |              |
| the the transfer that the second of the seco | Others 2 (Ask b)   | jej jain     |
| Blue Others  |  | The second   |
| 11 Tastes like a real oigarette30-132-1  | No difference or don't know3 (Skip to 3  | 9)           |
| 2. Man's cigarette22   |  | ,            |
| 3. The cleanest smoke33  | b. Why do you think that one is the best looking?  |              |
| 4. High class4   |  |              |
| 5. Snobbish 5 5<br>6. Poorly made 6 6  |  | ာနှင့်သူ 🖡   |
| 5. Snobbish5   |  |              |
| 7. Too expensive 7   |  | 8 8          |
| 8. Good value for money. 8 8   |  | <u>~</u> : ₹ |
|  |  |              |
| 91 Hardito draw on 9 9   |  | 9-           |
| 10. Good flavor0   | The state of the s | ا بر. خ      |
| w <sub>13</sub> 11. Not enough taste X X   |  | भाग है।      |
| 12. More attractive tip: Y Y   | Don't know3  | 9_Y          |
| 13. Too strong 31-1 33-1   |  |              |
| 14. Superior quality 2 2   | 39a. Which type of cigarette package do you like best-   |              |
| 15. Odd or peculiar taste33  | kind of a box, the kind of box that the usual Parlian  |              |
| 16. Mild44   | come in, or the soft package that most cigarettes come   | in:          |
|  | This box   |              |
| 17. Up-to-date:5   | 1  | 1            |
| 18. Distinctive  | Parliament box   |              |
| 20. Easy to draw on8   | Soft package   |              |
| zo. Zasy to draw on  | To to 1  | a 1          |
| 21. Popular with women99   | Don't know (Skip to 4  | 0,7          |
| 22. For me   | •  | ·            |
| 23. Not for me X   | b. Why do you like that kind better?   |              |
| None: or don't knowYY  | 4  | 1-           |
| b. How about the ones in the other packages? Which words or  |  | •            |
| phrases would you use to describe these?   | 4  | 2- 1         |
| (RECORD ABOVE) Any others?   |  |              |
| National Annual Control of the Contr | Don't know4  | 2_Y          |
| 37a. Which of the two types of new Parliaments did you think   | Don't allow  |              |
| was better as far as taste or flavor is concerned?   | 40a) Did you notice any difference in the filters in the two t   | VDes .       |
|  | of test cigarettes? (If "yes!") Which did you like bette   |              |
| Blue34-1\  | didnit it make any difference?   |              |
| Others2  | Yes  |              |
| A the analysis of the state of  |  | × •          |
| No difference or don't know3: (\$kip to 38)  | Blue:43-1 (Ask b)  |              |
|  | Others2)   |              |
| by Why do you think that one has the better taste or flavor?   | Don't know but   |              |
| The second secon | noticed difference 3   |              |
|  | (Skip to   |              |
|  | No didn't notice difference: 4)  | 41)          |
|  | No -didi't notice difference4)   | 41)          |
|  | No -dida't notice difference4)   | 41)          |
| 35-  | Nodid't notice difference4)  b. Why did you like that one better?.   | 41)          |
| 35-  | Nodid.i't notice difference4)  b. Why did you like that one better?  | 41)          |
| 35-  | Nodid.i't notice difference4)  b. Why did you like that one better?  | 41)          |
| 35-  | Nodid.i't notice difference4)  b. Why did you like that one better?  | 41)          |
|  | Nodid.i't notice difference4)  b. Why did you like that one better?.   | 41)<br>      |
| 35-  | Nodid.i't notice difference4)  b. Why did you like that one better?.   | 41)<br>      |
|  | Nodid.i't notice difference4)  b. Why did you like that one better?  | 41)<br>µ     |
|  | Nodid.i't notice difference4)  b. Why did you like that one better?  | 41)<br> L    |
|  | Nodid.i't notice difference4)  b. Why did you like that one better?  | 41)<br>      |
| 36-  | 44   | ##<br>#      |
|  | Nodid.i't notice difference4)  b. Why did you like that one better?  44  Don't know45  | µ            |
| 36-  | 44   | μ.<br>       |
| 36-  | 44   |              |
| 36-  | 44   | μ_<br>       |

|   | PAI PA3 Page 11  |
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|   | ALL LANGE THE CONTRACTOR OF THE PROPERTY AND THE PROPERTY OF T |
| 41 a. Both of these cigarettes had what they call "recessed" filters, the filter material doesn't come all the way out to | 42a. How about the length of the cigarettes? Did you notice any difference between the length of these cigarettes and  |
| the end of the cigarette. Which do you prefer, recessed filters like these, or filter tips where the filter material is   | the ones you usually smoke?  |
| cut off even with the end of the cigarette?  Recessed46-1 (Ask b)   | The state of the second st |
| Even with end 2 (Skip to c)   | Don't know 3   |
| Don't know 3 (5kip to 42)   | b. Which did you prefer as far as length goes?   |
| b. Why do you like recessed filters better?   | Usual51-4  |
|   | Tet  |
| 47-)  | Don't know6  |
| 48- \ to \ 42)  |  |
|   | 43. Would you be inclined to recommend the new Parliaments   |
| Don't know48-Y  | to a friend? (If "yes") Which ones?  |
| c. Why don't you like recessed filter tips as well?   | Yes: 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2   |
|   | Blue52-1   |
| <b>P</b>  | Other2   |
| 50-   | Either or both3  |
|   | No4  |
| <b>■</b> .  |  |
| Don't know50-Y  | Don't know   |
| Don't know  | Don't know   |
| Don't know50-Y  | Don't know5  |
| Don't know50-Y  | Don't know 5   |
| Don't know50-Y  | Don't know 5   |
|   |  |
|   |  |
|   |  |
|   |  |
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